ALL THE KING'S MEN
Analysis of Four Ads
Ads "E", "F", "G", "H"

Top Drawer

ARI FACTS

Confidential for Executives of

COLUMBIA PICTURES CORP.

Copies to:

NEW YORK

Mr. Jack Cohn
Mr. A. Schneider
Mr. A. Montague
Mr. N. B. Spingold
Mr. Arthur Schmidt
Mr. L. Lipskin

HOLLYWOOD

Hold

AUDIENCE RESEARCH INC.
PRINCETON NEW YORK HOLLYWOOD

COL-4905-49-25
AUGUST 4, 1949

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ARI has completed another in a series of advertisement want-to-see tests for Columbia's *ALL THE KING'S MEN*. This test involved four advertisements which have been designated Ads "E", "F", "G" and "H".

Ad "E" - Copy: "He lied, he cheated, he stole, he seduced, he murdered. He was a big shot! The top man! The cock of the walk!" "The dead man sprawled with a bullet in his guts!"

A picture of Broderick Crawford holding reins leading to seven individuals pictured below him.

Ad "F" - Copy: "They put this man on a pedestal and then kicked it out from under him, but he didn't mind being back in the dirt - it was the bullet he couldn't understand."

Crawford pictured on a pedestal and a series of drawings down the lefthand side of the ad.

Ad "G" - Copy: "The Pulitzer Prize winning novel becomes a vital, very great motion picture." "If he didn't own you, he'd buy you. And if you couldn't be bought, he'd ruin you."

Crawford pictured as on a pedestal in the lower lefthand corner of the ad.

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Ad "H" - Exactly the same as Ad "G" except that the picture of Crawford in the lower lefthand corner does not show him on a pedestal.

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MARKET BREAKDOWN OF REGULAR WANT-TO-SEE (TITLE AND CAST) AND AD WANT-TO-SEES

	REGULAR WANT-TO-SEE (TITLE AND CAST)	AD "E"	AD "F"	AD "G"	AD "H"
TOTAL	30	47	49	55	57
MALES	34	61	57	63	65
FEMALES	26	33	42	48	49
AGES: 12-17	31	39	40	49	55
18-30	27	45	46	55	54
31-Up	33	55	61	59	62
INCOMES: Upper and Middle	27	41	45	54	57
Lower	32	52	52	56	57
FREQUENCY OF ATTENDANCE:					
Less Than Once a Week	27	45	49	58	58
Once a Week	29	49	48	52	55
More Than Once a Week	36	51	49	55	57
SIZE OF COMMUNITY:					
10,000 - 100,000	27	46	48	56	57
100,000 - 500,000	34	44	48	54	56
Over 500,000	29	50	50	55	57
First-Run Customers in Cities Over 100,000	33	46	48	54	57
EDUCATION LEVEL:					
College, Technical and Business School	27	44	45	53	56
High School	25	45	46	52	52
Other	35	57	60	57	59

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WHAT MOVIE-GOERS THINK THE PICTURE "ALL THE KING'S MEN" WILL BE ABOUT AFTER LOOKING AT AD "E"

		Those Persons Interviewed Who, After Looking At The Ad, Said:	
	ALL PERSONS INTERVIEWED	THEY WANTED TO SEE THE PICTURE	THEY DIDN'T WANT TO SEE THE PICTURE
Gangsters	33%	32%	35%
A ruthless, ambitious, domineering, dishonest man	29	31	28
Murder	20	16	25
Politics - a dishonest politician	11	11	10
Crime	7	7	6
Sex - immorality	4	3	6
Mystery	3	3	2
Fighting	3	2	4
Huey Long	1	1	2

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WHAT MOVIE-GOERS THINK THE PICTURE "ALL THE KING'S MEN" WILL BE ABOUT AFTER LOOKING AT AD "F"

	Those Persons Interviewed Who, After Looking At The Ad, Said:		
	ALL PERSONS INTERVIEWED	THEY WANTED TO SEE THE PICTURE	THEY DIDN'T WANT TO SEE THE PICTURE
A man's rise and fall, successes and failures	29%	34%	20%
Politics, politicians	20	19	21
Gangsters	15	6	30
A ruthless, ambitious, domineering, dishonest man	8	7	9
Crime	7	3	13
Murder	5	2	9
Mystery	2	1	5
Fighting	2	1	5
Sex - immorality	1	1	-
Huey Long	1	2	1

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	ALL PERSONS INTERVIEWED	Those Persons Interviewed Who, After Looking At The Ad, Said: THEY WANTED TO SEE THE PICTURE	THEY DIDN'T WANT TO SEE THE PICTURE
Gangsters	31%	30%	33%
A ruthless, ambitious, domineering, dishonest man	18	18	18
Murder	11	11	12
Crime	11	10	16
Politics - dishonest politician	10	10	11
Law courts	7	6	10
Sex - immorality	6	5	9
Fighting	2	3	1
Huey Long	1	1	-
Mystery	4	5	2

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		Those Persons Interviewed Who, After Looking At The Ad, Said:	
	ALL PERSONS INTERVIEWED	THEY WANTED TO SEE THE PICTURE	THEY DIDN'T WANT TO SEE THE PICTURE
Gangsters	32%	28%	38%
A ruthless, ambitious, domineering, dishonest man	15	13	19
Crime	15	11	24
Murder	13	12	15
Politics, dishonest politician	12	11	13
Law courts	8	8	9
Sex - immorality	4	4	5
Mystery	4	3	5
Huey Long	2	2	1
Fighting	2	2	2

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MOVIE-GOERS' REASONS FOR WANT-TO-SEE VOTE ON "ALL THE KING'S MEN" AFTER LOOKING AT AD "E"

	WANT-TO-SEE %	DON'T WANT-TO-SEE %	DIFFERENCE %
Curious - want to see what it's about	14	-	+14
Excitement	12	1	+11
Cast	9	5	+ 4
Putlitzer Prize winner	3	-	+ 3
Heard about or read book	3	-	+ 3
Broderick Crawford	2	1	+ 1
John Derek	1	-	+ 1
Historical	1	-	+ 1
Different, unusual	1	-	+ 1
Gangsters	3	3	0
Crime	1	3	- 2
Murder	4	10	- 6
Looks dull	-	7	- 7

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MOVIE-GOERS' REASONS FOR WANT-TO-SEE VOTE ON "ALL THE KING'S MEN" AFTER LOOKING AT AD "F"

	WANT-TO-SEE %	DON'T WANT-TO-SEE %	DIFFERENCE %
Curious - want to see what it's about	18	-	+18
Excitement	15	1	+14
Heard about or read book	4	-	+ 4
Cast	6	3	+ 3
Pulitzer Prize winner	4	1	+ 3
Different, unusual	2	-	+ 2
Broderick Crawford	2	1	+ 1
John Derek	1	-	+ 1
Historical	1	-	+ 1
Gangsters	2	2	0
Murder	1	2	- 1
Crime	-	2	- 2
Looks dull	-	8	- 8

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MOVIE-GOERS' REASONS FOR WANT-TO-SEE VOTE ON "ALL THE KING'S MEN" AFTER LOOKING AT AD "G"

	WANT-TO-SEE %	DON'T WANT-TO-SEE %	DIFFERENCE %
Excitement	19	1	+18
Curious - want to see what it's about	16	-	+16
Pulitzer Prize winner	10	-	+10
Cast	8	3	+ 5
Heard about or read book	4	-	+ 4
Historical	2	-	+ 2
Broderick Crawford	1	-	+ 1
John Derek	1	-	+ 1
Different, unusual	1	-	+ 1
Crime	1	1	0
Gangsters	2	2	0
Murder	1	2	- 1
Looks dull	-	4	- 4

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MOVIE-GOERS' REASONS FOR WANT-TO-SEE VOTE ON "ALL THE KING'S MEN" AFTER LOOKING AT AD "H"

	WANT-TO-SEE %	DON'T WANT-TO-SEE %	DIFFERENCE %
Excitement	20	1	+19
Curious - want to see what it's about	18	1	+17
Pulitzer Prize winner	8	-	+ 8
Heard about or read book	6	1	+ 5
Cast	7	4	+ 3
Gangsters	5	3	+ 2
John Derek	1	-	+ 1
Different, unusual	1	-	+ 1
Broderick Crawford	1	1	0
Historical	1	1	0
Crime	1	1	0
Murder	-	2	- 2
Looks dull	0	5	- 5

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Ad "E"

He lied.
he cheated.
he stole.
he seduced.
he murdered...

HE WAS A BIG SHOT! THE TOP MAN! THE COCK OF THE WALK!

The dead man sprawled with a bullet in his guts!

COLUMBIA PICTURES presents
ROBERT ROSSEN'S PRODUCTION of

ALL THE KING'S MEN

Based upon the Pulitzer Prize Novel "All The King's Men" by Robert Penn Warren

Broderick CRAWFORD · John DEREK · Joanne DRU · John IRELAND

Written for the Screen and Directed by ROBERT ROSSEN

A PULITZER PRIZE NOVEL BECOMES A MOTION PICTURE OF GREAT STATURE

They put this man on a pedestal... and then kicked it out from under him!

but he didn't mind being back in the dirt – it was the bullet he couldn't understand –

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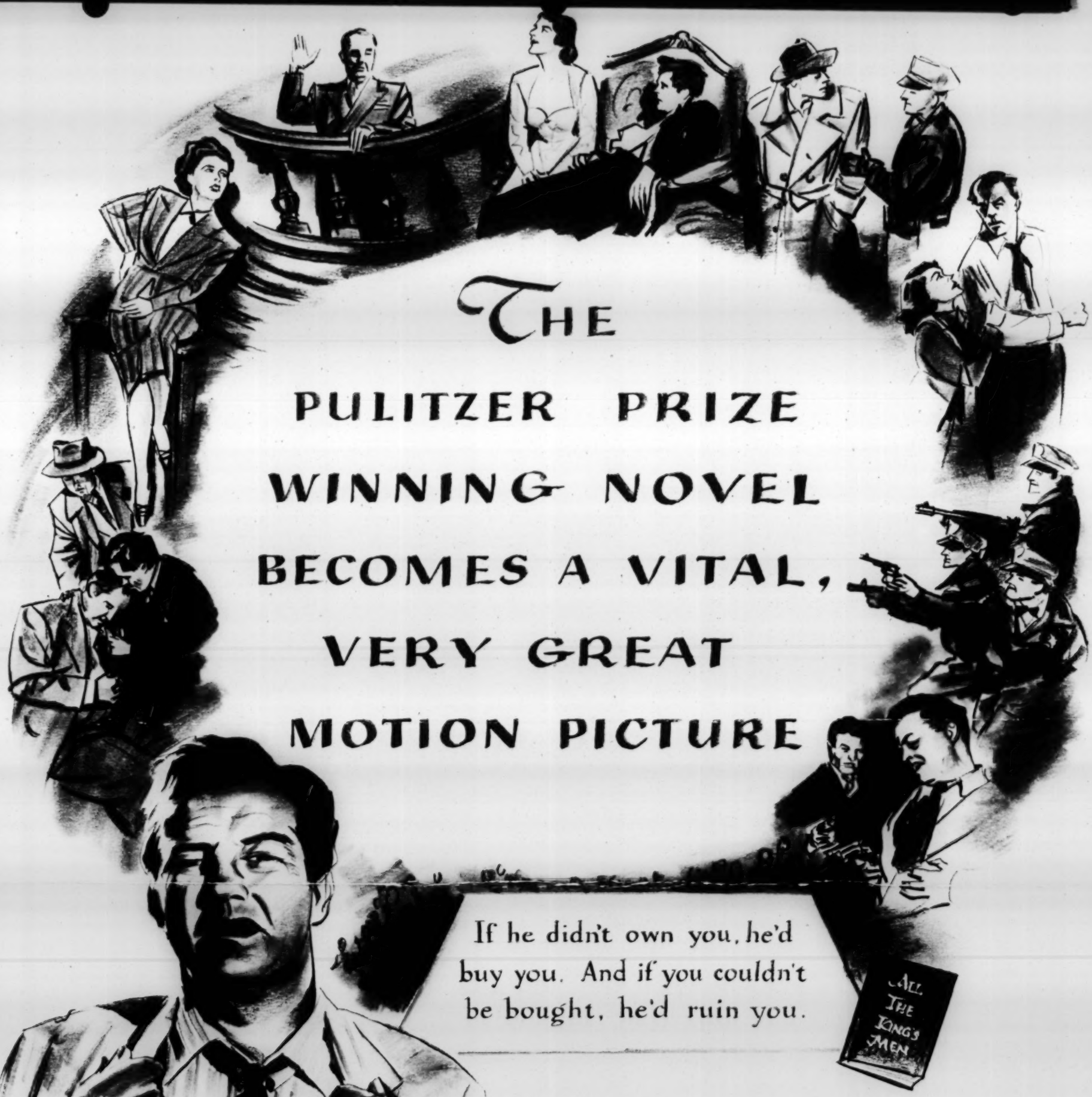
Ad "G"



THE PULITZER PRIZE WINNING NOVEL BECOMES A VITAL, VERY GREAT MOTION PICTURE

If he didn't own you, he'd buy you. And if you couldn't be bought, he'd ruin you.

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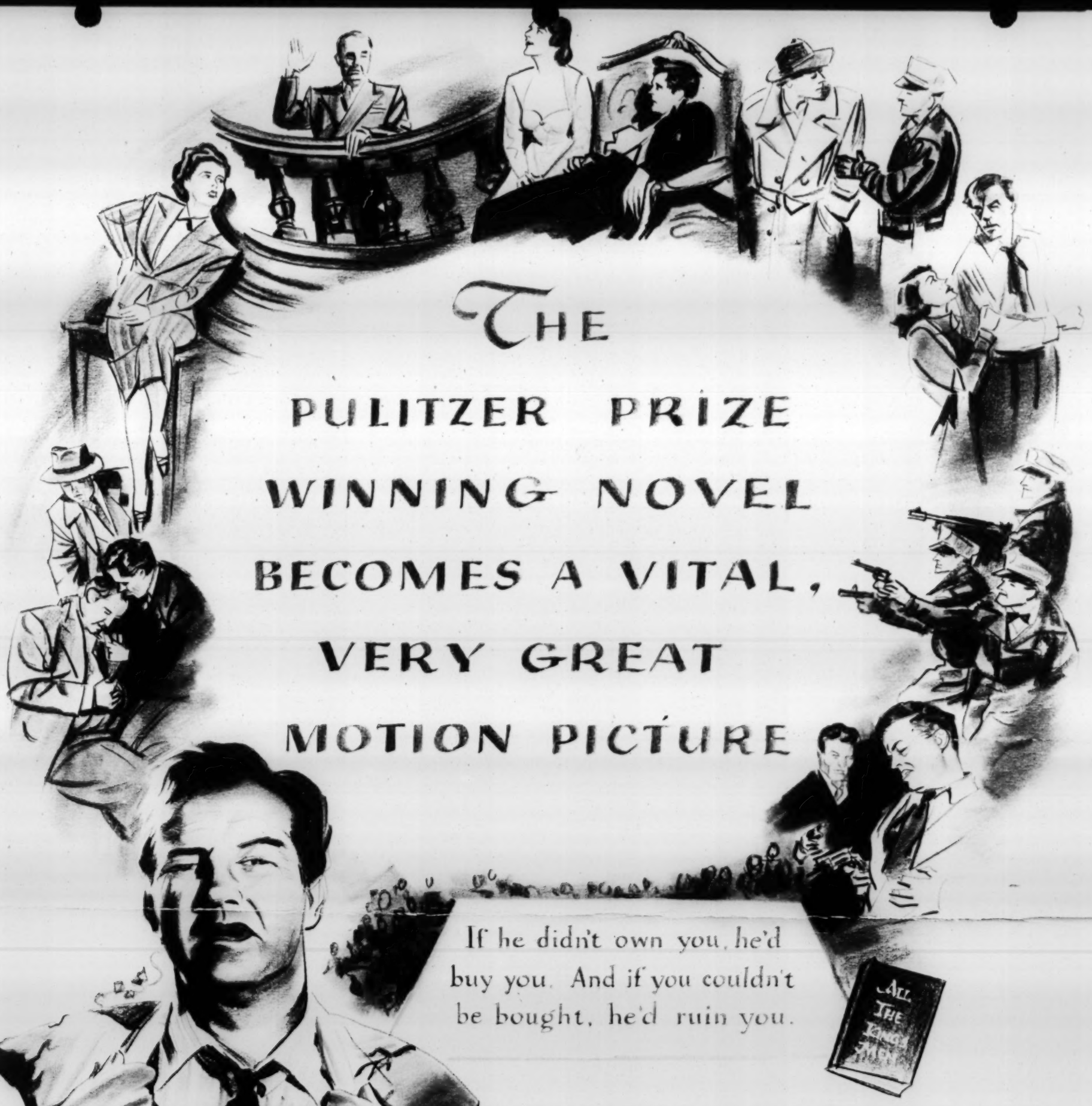

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